

## Abstract of the Disclosure

Disclosed is a liquid crystal display device which is capable of adjusting a contrast ratio by transforming and outputting input data of a reference voltage circuit. Analog  
5 voltage signal generator stores an input synchronous signal and a plurality of input digital data signal in response to a write enable signal, and converts the stored digital data signal into a plurality of analog voltage signal pairs in response to an output enable signal. A plurality of  
10 reference voltage generators divide a boosted source voltage according to the analog voltage signal pairs from the analog voltage signal generator to generate a plurality of reference voltages. A source driver integrated circuit receives the plurality of reference voltages from the plurality of  
15 reference voltage generators.